



ENTITY SEO

(GEO)

LOT 3 - CLOUD SUPPORT

<https://www.structureddata.co.uk>



The initial technical SEO audit will be charged as outlined below. The technical SEO audit includes the following deliverables:

- SEO audit document outlining prioritised recommendations with severity ratings for:
 - Crawling and indexing issues
 - Content cannibalisation, duplicate and low relevancy content
 - Visualisation of the semantic similarity between your content, including topical clusters
 - Basic entity optimisation recommendations for within your content, e.g. missing entities, missing clusters or opportunities
 - Identification of missing structured data opportunities, errors or Rich Results opportunities
- Brand entity audit recommendations

	Small	Medium	Large	Enterprise	Enterprise +
Size of Website	Up to 25 pages	Up to 50 pages	50 - 250 pages	250 - 500 pages	500+ pages
Cost Per Audit	£3,000	£4,000	£5,500	£7,000	£11,000

Standards for consultancy day rate cards

- Consultant’s working day: 7 hours exclusive of travel and lunch
- Working week: Monday to Friday excluding bank holidays
- Office hours: 9:00am to 5:00pm Monday to Friday
- Travel, mileage subsistence: Not applicable - remote working only
- Mileage: Not applicable - remote working only
- Professional indemnity insurance: included in day rate
- VAT - not applicable - not VAT registered

Entity-based SEO audits typically take between 6 - 9 days to complete, however it may take longer for larger sites. We will advise on delivery dates during our discovery call.

10% discount on the above fees for charities (registered with the UK Charity Commission) and educational institutions.

Example ongoing basis pricing for our entity-based SEO services is outlined below. We work on a flat day rate of £650 per day.

Description	Starter	Bronze	Silver	Gold	Platinum
Number of Days Per Month	3 days	10 days	20 days	30 days	50 days
Minimum Contract Term	12 months	12 months	12 months	12 months	12 months
Cost Per Month	£1,950	£6,500	£13,000	£19,500	£32,500

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WHAT'S INCLUDED

ONBOARDING

Each engagement begins with a discovery call to understand your specific requirements, current website architecture, and SEO objectives. We will discuss your existing SEO tactics (if any) and establish a clear understanding of the scope and timeline.

STANDALONE TECHNICAL SEO AUDIT

Our comprehensive audit provides an in-depth analysis of your current website. The audit covers:

- Crawling and indexing issues
- Content cannibalisation and duplicate content identification
- Visualisation of the semantic similarity between your content
- Low relevance content identification
- Entity optimisation recommendations within your content
- Topical cluster identification and recommendations
- Identification of missing structured data opportunities
- Analysis of your current technical SEO issues
- Prioritised recommendations with severity ratings
- Brand entity audit, which identifies any issues with your brand in AI or search results



WHAT'S INCLUDED

STRUCTURED DATA RECOMMENDATIONS (ONGOING BASIS ONLY)

We provide comprehensive recommendations on how to improve your schema markup, and can even write it for you as part of your package if you would like us to.

IMPLEMENTATION SUPPORT (ONGOING BASIS ONLY)

We work with your developer to fix any issues found in your technical SEO audit based on priority.

CONTENT SUPPORT (ONGOING BASIS ONLY)

Following our audit, we will work with you and your internal team or agency to:

- Add entities into your content
- Realign the site structure of your website to create topical clusters
- Improve internal linking
- Improve your brand entity with structured data markup, make suggestions for where you can get brand mentions and make recommendations for branded content on your website
- Improve AI's understanding of your content
- Create clearer user intent for pages
- Address any content cannibalisation
- Address any low relevancy content



WHAT'S INCLUDED

ONGOING OPTIMISATION (ONGOING BASIS ONLY)

We support you with your SEO throughout the duration of your contract, continuing with optimisation and improvements, performing technical audits, monitoring progress and advising your team or developer about issues before they become a serious SEO problem.

MONTHLY REPORTING (ONGOING BASIS ONLY)

We create a monthly report to show the progress of your SEO and provide daily monitoring of your brand entity and Knowledge Panels using our bespoke in-house tools.

OPTIONAL SERVICES

WEBSITE MIGRATION (ONGOING BASIS ONLY)

We can support you through your website migration, whether that is a domain migration, rebrand or expanding into international markets.

BESPOKE STRUCTURED DATA MARKUP (ONGOING BASIS ONLY)

We can write bespoke structured data (schema markup) for your website using templates or hand-coded markup.

WHY CHOOSE US?



UK BASED



The Structured Data Company is one of the only dedicated consultancies for schema markup in the UK. Our founder, Kelly Sheppard, has 17 years of experience in the SEO industry, and has been working with structured data since 2014.

We're a small company, so this means that we have more time to focus on what matters most - doing the best possible job for you.

You get personalised service, fast response times, and actually deal with the expert who is working for you directly.

Kelly will be your dedicated point of contact throughout the contract. Regular check-ins ensure you are kept informed of progress, performance, and any recommended actions. We prioritise effective communication and aim to build a genuine partnership rather than a transactional supplier relationship.

We welcome collaboration with SEO agencies and digital partners who require entity-based SEO expertise. If you are an agency on G-Cloud that cannot provide entity-based SEO services internally, we are happy to work alongside you to support your clients with this specialist service.

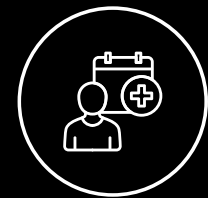
GET IN TOUCH

We offer a free 30 minute SEO consultation.
There's no obligation, just a friendly chat
regarding your search engine optimisation.

To order our SEO services, please contact us to
discuss your requirements.

Discounts are available for educational
establishments and also charities.

Please also see our service definition document
and SFIA definition and rate card document for
more information.



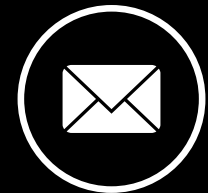
BOOK A FREE APPOINTMENT

[Book Now](#)



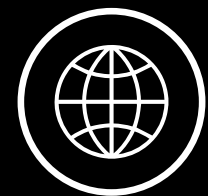
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